

**CITY OF ASHEVILLE, NORTH CAROLINA
CLASS SPECIFICATION**

**PUBLIC INFORMATION COORDINATOR
GENERAL ADMINISTRATION DEPARTMENT**

GENERAL STATEMENT OF DUTIES

Performs professional public relations and administrative work for the City of Asheville. Employee reports to the City Manager.

DISTINGUISHING FEATURES OF THE CLASS

An employee in this class performs professional work in developing and administering a program of internal and external communications for the City. Work involves preparing news releases and/or presenting statements to media representatives, developing and maintaining contact with media representatives, developing communications strategies, and researching public opinion. Employee must exercise considerable initiative, imagination and independent judgment to develop and implement programs. Work requires continuous contact with a variety of public officials, community leaders, media representatives and the general public. Work is performed under general supervision of the City Manager and is evaluated based on the recognized success of communications programs.

ILLUSTRATIVE EXAMPLES OF WORK

ESSENTIAL JOB FUNCTIONS

Coordinates program of public relations, assisting and advising City officials in the development and dissemination of press releases, specific materials, statements, information, etc.

Plans, develops and directs programs to ensure dissemination of information designed to keep City departments and the community informed of City programs, services, activities, features, accomplishments or position; may conduct surveys to determine public opinion of City government and/or programs.

Confers with various City personnel to discern pertinent information for presentation to media or public; writes, edits and coordinates dissemination of information in the form of graphics, reports, advertisements, news releases, pamphlets, brochures, newsletters, newspaper inserts, or similar material, and ensures placement in designated community information kiosks, electronic mail, Internet site, etc.; edits written material prepared by City personnel for public dissemination.

Contacts and develops relationships with news media representatives in order to disseminate information and/or suggest coverage of City accomplishments, personnel changes, programs, events, etc.; maintains lists of news media representatives demonstrating interest in issues pertinent to the City.

PUBLIC INFORMATION COORDINATOR

Answers inquiries from media representatives and/or the general public by providing information based on detailed knowledge of City programs and activities and as required by state open records laws; may refer inquiries to the proper City officials.

Conducts simple and in-depth research as necessary to support communications projects and/or special projects; gathers and analyzes statistical, historical, financial and other data through the examination of various publications, literature or other documentation, interviews and surveys of expert sources; writes technical reports and other materials based on collected and analyzed data.

Prepares and makes presentations to City Council and civic groups.

Trains City personnel in proper media relation techniques and associated City policies and procedures.

Serves as staff liaison to the Asheville Film Board and Public Access Channel Commission.

ADDITIONAL JOB FUNCTIONS

Performs other related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

Thorough knowledge of the English language, including proper grammar, syntax, punctuation and spelling.

Thorough knowledge of the principles, practices, methods and techniques associated with journalistic composition and public relations.

Thorough knowledge of the organization, policies, procedures, philosophies, and goals of the City.

Thorough knowledge of state public information laws.

Thorough knowledge of the requirements, policies and procedures of the various media outlets necessary for promotional activities.

Considerable knowledge of the methods and techniques for developing and implementing public relations strategies and programs.

Considerable knowledge of publication layout and design.

Considerable knowledge of the current literature, trends and developments in the fields of public relations and local government administration.

Skill in written composition.

Skill in graphic design.

Skill in interviewing techniques.

Skill in the collection, analysis and presentation of statistical data.

Ability to use common office machines, including computer-driven word processing, spreadsheet, graphics and file maintenance programs.

Ability to perform research utilizing a variety of informational sources, and to compile, organize, analyze, and present such information in a variety of formats.

Ability to establish and maintain complex records and files.

Ability to exercise initiative and independent judgment in creating and selecting work products.

Ability to provide clear and explicit instruction orally and in writing.

PUBLIC INFORMATION COORDINATOR

Ability to supervise and evaluate the writing of peers or superiors.

Ability to modify or supplement the written work of others.

Ability to work in a consulting capacity and provide leadership in contacts with professionals, public officials and members of the general public at various levels of authority and influence.

Ability to exercise tact and courtesy in frequent contact with professionals, public officials and the general public at various levels of authority and influence.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in English, journalism, public relations, marketing, or a related field, and 3 to 5 years of experience in responsible public relations or related work with experience in local government or in a public organization preferred; and/or any equivalent combination of training and experience required to perform the essential position functions.

SPECIAL REQUIREMENT

Spanish as a second language is strongly preferred, but not required.

COMPETENCIES

Technical Competency: Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

Interpersonal Competency: Ability to work with people, develop and maintain work relationships, communicate, manage conflict, and perform as an effective team member.

Intellectual Competency: Ability to think, learn and process information. Ability to solve problems and gather necessary information. Includes having math and reading skills appropriate to job level.

Customer Service: Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

Organizational and Community Sensitivity: Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

Exempt
Salary Grade 20